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DECEMBER, 1917

Border Brieflets

ISSUED BY THE BORDER CHAMBER OF COMMERCE
REPRESENTING
THE BORDER CITIES
FORD, WALKERVILLE, WINDSOR, SANDWICH AND OJIBWAY
PROVINCE OF ONTARIO, CANADA

COPYRIGHT CANADA, 1917

To locate **The Border Cities:—**

Ford, Walkerville, Windsor,
Sandwich and Ojibway,

merely place your finger upon the most southern extremity of the map of Canada,—just opposite the City of Detroit; on the World's Greatest Inland Water Ways. **Could there be a more favorable strategic location?**

For fuller particulars write

Industrial Commissioner,
Border Chamber of Commerce
Executive Headquarters
Windsor, Ont., Can.

880238

AC901
C5
D8 C803

Foreword

CANADA is a Vast country. Her area is 111,992 square miles Greater than that of the United States, including Alaska.

Canada's inestimable heritage of Natural Resources renders her the richest country in the world.

But, Canada is still very young. She has barely emerged from the merely embryonic stage of development. As yet, her extraordinary natural resources are scarcely even scratched. In fact, Canada is just like the multi-millionaire who has so far employed but a few trifling dollars of his inconceivable wealth.

Nevertheless, even at this stage, Canada has already accomplished far, far more than sufficient to indicate the bewildering magnitude of her unbroached potentialities.

OF COURSE, in any country, agricultural development is the initial step. Therefore, in Canada, the development of the farm has outstripped that of the factory, 55% of our population being rural. We are not yet manufacturing anything like sufficient for our own needs. During the year ending 31st March 1915, our Imports totalled $[illegible]9,444,794. Seventy-five per cent. of these emanated from the United States;

—and because of Import Duties, etc.—see page 14,—practically all the goods thus represented could have been much more economically and profitably produced here, at these Border Cities, on the threshold of Canada,—just over the river from Detroit.

Our Purchasing Power and Potentialities

Remember, the following was produced on merely about ten per cent. of Canada's wonderful available land;

Estimated value of Canada's Field Crops only,
for years 1915, 1916 and 1917:—

$2,000,000,000

Of this great sum, the Field Crops of 1917, contributed about

$1,100,000,000

an amount equal to $137.50 per capita, on a population basis of eight millions.

Exported for year ending 31st March, 1916:

Wheat, flour and bran	$210,450,887
Dairy Products.....	29,673,977
Meats.....	35,096,162
	$275,221,026

And these are only a few of the main items. They do not include 241,620 head of cattle, etc., etc., for which values are not yet available. What will these figures be when, say, but one-third of our land comes under the plow!

Then, think of the following additional production:—

Year 1916

Minerals.....	$138,513,750
Fisheries.....	35,860,708
Forest.....	172,880,000
	$347,254,458

And, we have barely touched the outer fringe of our inestimable natural resources.

BUT, we have now reached the point at which we are logically ripe for a great industrial awakening. It is inevitable;—and, it is imminent.

The huge industries of to-morrow will be those which establish NOW —on the eve of this awakening;—establish HERE, at these Border Cities, on the threshold of Canada,—just over the river from Detroit.

"Made in Canada"

This little trinity of simple words:—

"MADE IN CANADA"

is already proving the most compelling selling slogan that ever paved the path to new and amazing commercial possibilities. Think of its potency after the war! These little words are no longer a mere designation of origin. They have now acquired a world-significance far deeper and more potent than centuries of conscientious commerce ever could have induced. Behind them stand the whole magnificent record—and the supreme sacrifice—of this young country in the cause of world-freedom.

The Border Cities

HAVE:

No old inhabitants, who are permitted to hinder progress. We are all progressive.

Over 42,000 Prosperous People, moved by one impulse—the general good.

A City Council representing high ideals of citizenship,—honest men of intelligence, breadth and vision.

An Energetic Chamber of Commerce which DOES things, and has an enthusiastic membership of over 780 business men.

The mildest and most Delightful Climate of all Canada.

An Equisite Natural Charm, peculiarly their own.

The enviable reputation of being the Cleanest, Most Beautiful Industrial Cities in the Dominion.

A Magnificent Water Front of about eight miles—just across the river from Detroit—ON THE WORLD'S GREATEST INLAND

WATER WAYS, used annually by a vaster volume of shipping than the ports of London, New York and Hong Kong combined.

TRANSPORTATION FACILITIES—Rail and Water, that are entirely exceptional.

FIVE GREAT TRUNK RAILWAY SYSTEMS:

Canadian Pacific Railway
Grand Trunk Railway
Michigan Central Railway
Wabash Railway Co.
Pere Marquette Railway

A TERMINAL RAILWAY connecting up all these five railways and Absorbing All Switching Charges.

Railway Transfer Ferries which transport whole loaded trains from here to Detroit, and vice-versa.

The Additional Transportation Advantage of being on the Direct Water Route to the head of the Great Lakes and thus in an unusually favorable position for handling the huge business of the Canadian West;—also, on the Direct All-Water Route to the Atlantic Seaboard, and from thence to Europe and elsewhere.

A Peculiarly Favorable Strategic, Geographical Location—at the southern extremity of Canada—a location which the map shows to be unique from every practical commercial and industrial standpoint, both in relation to Dominionwide and United States business;—a location the many peculiar advantages of which led to its selection by The United States Steel Company, for its great Canadian plant. 1,800 acre site purchased. Preliminary work largely completed. Construction of plant expected to commence soon.

NONE of these Costly and Exasperating **Customs Delays** experienced further inland.

ONE HUNDRED AND-FIFTY-TWO OPERATING INDUSTRIES which have already recognized the exceptional advantages of establishing at these Border Cities.

The Distinction of being **The Canadian Centre** for the following highly important industries:

Automobiles, Trucks and Accessories
Heavy Drugs and Chemicals
Salt
Pharmaceutical Preparations and Proprietory Medicines
Paints and Varnish

TWENTY-SIX Factories in the Automobile, truck or Accessory lines and thirteen in Pharmaceuti cal Preparations and Proprietory Medicines

NEVER KNOWN LABOR TROUBLES,—an outstanding recommendation in these times. This is due largely to our beautiful, interesting environment: **It is Good to Live Here!**

AN UNFAILING LABOR SUPPLY—male or female; skilled and unskilled.

NATURAL GAS at a price equal to coal at **Two Dollars a Ton.**

Hydro-Electric Power at attractive rates.

Street Railway Power at attractive rates.

CHEAP COAL by reason of water transportation from supply sources.

Highly Modern Water and Sewer Systems:—99 miles water mains, 77 miles sewers.

AN INEXHAUSTIBLE SUPPLY OF PURE WATER, THE CHEAPEST WATER IN NORTH AMERICA; hence our Favorable Insurance Rates.

The Latest, Best Fire Equipment.

Seven Fire Halls distributed for the immediate handling of outbreaks in any section.

100 miles Cement Sidewalks.
69 miles Paved Streets.
3,016 Street Lights, affording truly beautiful illumination.
Miles upon miles of Magnificent Shade Trees which render our residential sections a source of unbounded delight and admiration to strangers—and, to ourselves.

12 PUBLIC SCHOOLS.
7 SEPARATE SCHOOLS
1 COLLEGIATE INSTITUTE
1 TEACHERS' TRAINING COLLEGE

All of these are splendid, highly modern institutions which, for general character and equipment, are unsurpassed in Canada. The Collegiate Institute and Assumption College for Boys, are especially worthy of mention, being in a class of their own.

The fullest, most competent teaching staff obtainable, our people realizing the dual importance of good teachers and good schools for the training of

6,749 of the happiest, healthiest looking school children imaginable; (the number in attendance 31st Oct. 1917.)

An EDUCATIONAL SYSTEM embracing the best in the Ontario System which is the widely acknowledged standard.

Being AN INDUSTRIAL CENTRE, our energetic School Board Specializes in Manual and Industrial Training—day and night classes.

ALL THE LEADING RELIGIOUS DENOMINATIONS, many represented by edifices of singular beauty.

An energetic Salvation Army.

SEVENTY-SEVEN MILES OF CITY AND SUBURBAN STREET RAILWAYS.

A seventy-five bed Hospital—"Hotel Dieu"—operated by the Sisters of the Hospital Order of Saint Joseph. This splendid hospital amply provides for the sick needs of these exceedingly healthy Border Cities as well as of their great tributary districts.

Eleven Public Parks—421 acres in all. Other parks now contemplated.

SIXTEEN CHARTERED BANKS

All the leading Financial and Loan Corporations

One thoroughly up-to-date Daily Newspaper

One high-class Weekly Newspaper

Three Express Companies
Two Telegraph and Cable Companies
Unsurpassed local Telephone Service
Long Distance Telephone, in all directions, either in Canada or throughout the United States
City Market where the people buy the best products of the finest of agricultural districts.
ALL THE LEADING FRATERNAL SOCIETIES each with a warm welcome for the newcomer.
Ladies' Patriotic Organizations, the truly wonderful war work of which places them in a lone class.
A fine City Club
Two of THE BEST AND CHEAPEST FERRY SERVICES OPERATING ANYWHERE
One of the largest and most scientifically conducted Dairy Farms in North America
Numerous first-class Moving Picture Houses showing the best and latest films
ALL THE ADVANTAGES OF DETROIT'S WONDERFUL AMUSEMENT FEATURES—Theatres—Dramatic, Vaudeville and Picture; Concerts, etc.

etc.; for, we are closer to Detroit's amusement and business centres than most of Detroit's own dwellers. This is an important consideration.

ALL THE ADVANTAGE OF ENDLESS STEAMER AND OTHER PLEASURE EXCURSIONS, TROLLEY RIDES, etc., etc., available from here as well as those offering from Detroit—just over the river. In addition to their variety and exceptional interest, these possess the added charm of inexpensiveness.

A MUCH MORE VARIED AND ATTRACTIVE PROPOSITION IN RESPECT TO AMUSEMENTS than any other Canadian City.

THE WORLD'S FINEST FLEETS OF FRESH WATER STEAMERS, offering an endless selection of pleasure trips at surprisingly nominal cost. These trips may absorb a few hours, or a week or so, the lakes to which we have access having a combined area of over 94,000 square miles. Last season our pleasure fleets carried over twelve million excursionists without loss of a single life.

A Greater Variety of Outdoor Recreation Opportunities than available elsewhere in Canada:—**Boating, Bathing, Fishing, Baseball, Football**—everything that contributes to human health and happiness,—and all within reach of the humblest pocket.

HENCE OUR ABSENCE FROM LABOR TROUBLES

Thoroughly up-to-date Retail Stores in every line, where everything to be had anywhere may be cheaply procured.

Beautiful Fair Grounds

Three Race Courses, with magnificent grand stands. These are renowned far and near.

Numerous Musical Organizations—instrumental and vocal, which enable musical newcomers to quickly cultivate congenial friendships.

Golf Links located in ideal surroundings.

A Country Club offering all the usual attractions.

The Canadian Customs Tariff

The following example illustrates the three important classifications in the Canadian Tariff:

	General	Intermediate	British Preferential
Automobiles	35%	30%	22½%

To which General War Tax of 7½% must be added.

On goods from the U. S., duty is collected on the F.O.B. price at point of shipment; or, is assessed on their selling price to the Canadian customer.

LOWER DUTY AND VALUATION ON PARTS WHEN UNASSEMBLED

The import duty on individual articles—say, auto parts,—brought into Canada to be assembled, is usually assessed at a lower value and lower rate, than were these parts brought into Canada as a portion of a completed automobile. For instance, take the following example:

Imported as a Part		Imported in Completed Auto	
Carburetor, Cost	$3.00	Carburetor, valued at..	$6.00
Can. Duty 30%	.90	Canadian Duty 35%	2.10
War Tax 7½%	.22½	War Tax 7½%	.45
	$4.12½		$8.55

Difference in Favor of the Part $4.42½

The above example applies also to every other description of ma[illegible] and other part imported into Canada for assembly. The difference in [illegible] is due to the automobile manufacturer's overhead expenses and profit having been added to the installed Carburetor. For this reason alone, manufacturing in Canada involves an average saving of from 30% to 35%.

NINETY-NINE PER CENT. DUTY REBATED

Ninety-nine per cent of the Canadian Customs Duty is rebated on all goods shipped into Canada for assembly, provided the completed article is, thereafter, exported to any other country. Do not overlook this most important feature.

NO CUSTOMS DELAYS AT THE BORDER CITIES

Here, (just opposite Detroit,) on the threshold of Canada, we have none of those expensive, exasperating delays so characteristic of customs business at points further inland. This is merely one of our many advantages. It is important.

The Border Cities

Figures that Speak for Themselves

POPULATION

1911	23,771
1912	25,722
1913	30,324
1914	32,569
1915	33,600
1916	37,097
1917	42,077

INCREASE 77% in 6 years

ASSESSMENT

1911	$20,843,938
1912	22,995,720
1913	29,859,352
1914	33,135,685
1915	34,625,183
1916	35,786,492
1917	41,161,951

SCHOOL ATTENDANCE

	Public Schools	Separate Schools	Totals
1911	2,938	1,081	4,019
1917	5,027	1,722	6,749

INCREASE 68% in 6 years

CUSTOM RECEIPTS

(Fiscal Year ending 31st March)

1912	$1,452,787
1913	2,094,648
1914	3,980,000
1915	3,753,650
1916	4,679,002
1917	5,653,945

INCREASE 289% in 6 years.

POSTAL RECEIPTS

1911	$ 65,078
1912	73,799
1913	86,895
1914	103,006
1915	105,403
1916	152,963

INCREASE 135% in FIVE years

BUILDING PERMITS

1911	$ 916,600
1912	1,146,053
1913	1,423,135
1914	1,448,743
1915	1,111,115
1916	2,347,880
1917	1,150,000—estimated

How Near Are we to You?

To the Border Cities FROM	Railway Mileage	Passenger Train TIME
Grand Rapids, Mich	152 miles	4.05 hours
Saginaw, Mich	107 "	3.15 "
Bay City, "	119 "	3.35 "
Toledo, Ohio	52 "	1.50 "
Columbus, "	201 "	5,24 "
Dayton, "	200 "	5.50 "
Cleveland, "	172 "	4.45 "
Cincinnati, "	259 "	7.35 "
Springfield, "	414 "	10.50 "
Louisville, Ky	372 "	10.50 "
Indianapolis, Ind	311 "	9.00 "
Chicago, Ill	284 "	7.53 "
Wheeling, W. Va	385 "	11.00 "
Baltimore, Md	645 "	16.00 "

Washington, D. C.	686	"	17.00	"
Pittsburg, Pa.	260	"	8.50	"
Philadelphia, Pa.	666	"	17.00	"
Wilkesbarre, "	522	"	11.00	"
Scranton, "	516	"	11.00	"
Erie, "	277	"	5.45	"
New York, N. Y.	725	"	14.00	"
Rochester, "	319	"	6.05	"
Buffalo, "	251	"	4.30	"
Boston, Mass.	667	"	19.30	"
Milwaukee, Wis.	370	"	9.00	"
St. Louis, Mo.	448	"	10.50	"

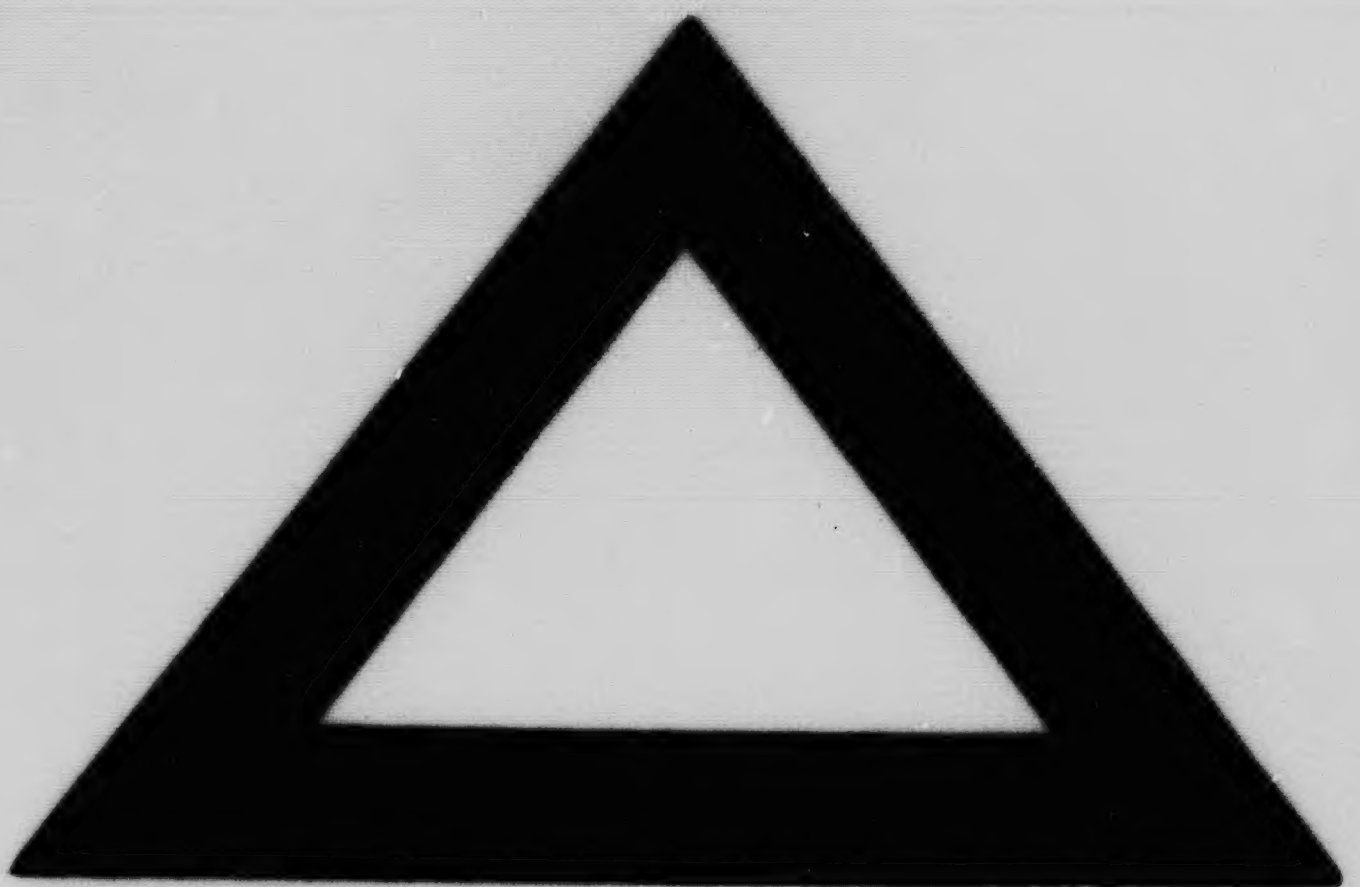
Your American Headquarters Executive could also operate a Canadian Branch here, on Canada's threshold.

Canada
Her Magnificent Destiny

With her millions of acres of marvellous land now yawning for settlement; her amazing heritage of natural resources; her wonderful water powers; her stupendous coal deposits; her vast and sweeping seaboards on Atlantic and Pacific; her gigantic inland water ways and unsurpassed railway facilities, surely, Canada is both equipped and located to fulfill her adjacent and magnificent destiny as the logical centre of an immense world-commerce.

COULD THE FUTURE OF ANY OTHER COUNTRY FOR ONE MOMENT COMPARE WITH THAT WHICH ALREADY DAWNS FOR CANADA?

Having maturely investigated every likely point in Canada, **The Canadian Steel Corporation**—a subsidiary of the United States Steel Company,—**located at these Border Cities,** and purchased a site of eighteen hundred acres. Upon this, most work preliminary to construction of buildings, plant, etc., now nears completion.

Obviously, the operation of this great concern will inevitably induce the springing up of many allied industries, and thus usher in a new and still more wonderful era in the already remarkable industrial record of these **BORDER CITIES.**

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